

# Travel Utah! – The 1,000-Day Plan

A Tactical Compliment to the Division of Travel Development Long-Range Strategic Plan

## Objectives:

- 1) To Capitalize on awareness bonus of winter Olympics
- 2) To build a branding bridge between passive awareness and active need to travel for discovery and recovery values
- 3) To add significant reinforcement to the “quality of life” argument for the Utah Technology Alliance’s branding effort; particularly the “accessible recreation” element
- 4) To bring velocity to the state’s economic recovery

## Plan Execution --- Four Elements:

- 1) **Qualitative and Quantitative Research** – Probe consumer awareness to obtain “hot button” elements of games impressions and take-away that can be recalled in future messages. Explore dynamics of consumer awareness and image of Utah for improved targeting and messaging.
- 2) **Paid Media** – Tie Olympic memories to place-based messages emphasizing the brand values of discovery/recovery, quality of life, and excellent business climate. Obtain significant levels of reach and frequency in strategic markets. Balanced use of all channels to reinforce the message. Where appropriate, leverage media resources with DBED, local providers, and co-branding partnerships.
- 3) **Earned Media** – Continue efforts with global PR function to generate stories in travel and general circulation publications and broadcasting outlets.
- 4) **Travel Trade Missions** – Integrate travel interests with Governor’s trade mission, schedule and events. Use strategic consideration for travel markets (both mature and developing) in selection criteria. If/where travel strategic markets differ with Governor’s schedule, invite local travel entities and businesses in travel-themed missions and trade activities.

# The 1,000-Day Plan Schedule

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## Phase I

### **December, 2001 – Torch relay**

Exhibit Bud Greenspan film, "Discover Utah" in as many cities on torch route as possible. Facilitate wholesale and retail distribution of the film.

### **February, 2002 – Games Time TV Broadcast**

Local market coverage on NBC affiliates in Los Angeles, San Francisco, San Diego, and Las Vegas. Spot will celebrate the Games' core values with reminder that Utah! will continue to welcome the world after the games have gone.

Reach: 6.1 million consumers (70% of target market) each view the spot 1.5 times

### **Spring 2002 – Conduct the research, both qualitative and quantitative**

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## Phase II

**The next 350 days** - Driven by the research findings which refine the message and may help focus targeting, paid message campaigns would recall Olympic hot buttons, integrate the escape, discovery, recovery emotions and given local and industry partnership leverage, make a specific offer. Quarterly insertions would add frequency and underscore multi-season opportunities. Execute full schedule of travel trade activities with particular emphasis on trade missions.

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## Phase III

**The last 500 days** – Continue to focus on brand values of escape, discovery, recovery, and accessible recreation. Goal is hard thrust to garner market share from Colorado and Arizona in both winter recreation and destination resort activity segments. Continue travel trade activities with particular emphasis on trade missions.

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## Tactical Objectives of Advertising Campaigns

- 1) Bring the Olympics from abstract entertainment to active need to visit the host destination and personalize the memories
- 2) Promote Utah as a year-round destination
- 3) Increase visits to utah.com
- 4) Maintain design continuity between winter and warm weather messages and between travel and business branding messages
- 5) Leverage the marketing resources with co-branding and co-operative partnerships